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Innovative Senior Care Company Home Care Assistance Debuts Unique Online Training Platform for Caregivers

Home Care Assistance University (HCAU) offers easily accessible, state of the art training and certification programs to caregivers on topics related to healthy longevity, quality of life and in-home care

(Palo Alto, CA – August 30, 2012) [Home Care Assistance](#), North America's leading provider of in-home care for seniors, is excited to announce the launch of Home Care Assistance University (HCAU). The transformative e-learning platform is designed to serve as the central platform to provide cutting-edge training and development, test retention of new material and provide certification for successful completion of courses. HCAU provides Home Care Assistance caregivers with the education they need in order to deliver the gold standard of care to the company's clients. The courses in HCAU reflect the company's innovative approach to client care and employee development as well as their mission to change the way the world ages. Caregivers will receive education on a wide spectrum of topics ranging from advanced topics in dementia care to healthy nutrition and meal preparation to post-hospitalization care.

"We are offering a new model of caregiver education that is unparalleled in the senior care industry and ensures a consistent, high standard of care across all Home Care Assistance locations. The e-learning platform allows us to standardize and provide ongoing training for caregivers so that they have the expertise and confidence to provide the very best care to our clients," said Lily Sarafan, President of Home Care Assistance. "Our mission is to change the way the world ages; by investing in our caregivers, we are not only creating a strong network of compassionate and dedicated individuals who strive to deliver outstanding care to our clients but are also promoting a culture of lifelong learning around healthy longevity and quality of life."

Sample HCAU courses include The Balanced Care Method, Alzheimer's and Dementia Care, Post-Hospitalization Care and Live-In Care trainings. New courses will be added on a regular basis to reflect current trends and research in senior care, health and aging; all courses are designed to promote the company's shared vision of healthy mind, body and spirit. Home Care Assistance University is yet another reason why thousands of families and health care professionals choose Home Care Assistance as their trusted senior care partner.

Early response from caregivers and company employees has been overwhelmingly positive. Many of the caregivers who piloted HCAU described being not only impressed with the depth of knowledge each course imparts but also are pleased with the company's clear efforts to promote their ongoing training and development.

For more information about Home Care Assistance and their highly skilled caregivers, visit www.homecareassistance.com or call 1-866-454-8346.

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2012 Franchise500® Company, Home Care Assistance has received numerous industry awards including *Entrepreneur's* Fastest-Growing Franchises and *Franchise Business Review's* Top 50. For more information about Home Care Assistance, our services and franchise opportunities, visit homecareassistance.com or franchise.homecareassistance.com.